

Taboola

Taboola



OUR BRAND IS OUR STORY

At Taboola, our brand is our story, the reason we go to work every day, and the things that we stand for.


We believe that by adhering to our values in all the work that we do, we can build a truly great company. A company that innovates, leads, and helps our employees and clients succeed.

A company we all love.

Taboola

OUR HISTORY





It's happened to everyone. After a long day at work, you plop down on the couch, turn on the TV, flip through the channels, and despite an endless number of programs, there's just nothing to watch.

Adam Singolda had this problem as well. Being a young engineer, he decided to do something about it. He created software that discovered just the right thing based on a person's interests—a search engine in reverse. But it was early 2007: YouTube barely existed, the iPhone wasn't launched, the world wasn't ready.

So Taboola focused on the kind of content that did exist—articles—and the company started to become a success, pioneering a new advertising format in the process. As the Internet matured, Taboola expanded to video and other channels, always focusing on the moments people are looking for what's new.

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TODAY

Taboola is used by thousands of companies to help over a billion people worldwide discover what's interesting and new at the moments they're ready to experience new things. In doing so, we help businesses grow.



Taboola

**WE
HELP
PEOPLE
DISCOVER**

What's Interesting and New

For people, the content we surface through the Taboola platform is what's interesting and new. It can be news, topical information or advice, a new product or service, or something entertaining.

For advertisers, Taboola helps position brands as interesting and new. Advertisers reach target audiences when they're most receptive to new messages, products and services in a brand-safe environment.

For publishers, mobile operators, device manufacturers and other digital properties, Taboola provides relevant, interesting and new content to audiences in real-time—powered by our proprietary algorithmic technology. The result: new engagement and monetization opportunities.

Broadened Perspectives

At the crux of discovery is the ability to enrich people's lives with what's new: new ideas, new perspectives, new products, and new things that are simply fun.

Discovery can expand minds, solve problems, and connect people to the world around them. At Taboola, we want what's interesting and new to be an innate part of people's lives.

Taboola



DISCOVERY PLATFORM

Taboola is a discovery platform that helps people explore what's interesting and new.

The platform serves over one billion unique users each month through exclusive relationships with thousands of premium digital properties, mobile carriers and device manufacturers. Advertisers use Taboola to promote their brand at the moments their audience is most receptive to new messages, products and services.

A hand holding a smartphone in a blurred indoor setting, likely a car or a modern interior, with soft lighting and a greenish tint.

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MOMENTS OF NEXT

Why Taboola is effective.

Taboola reaches audiences during the times in a day when they're open to exploring new things, including advertiser messages: moments of next.





A lawyer, taking a break from court, opens his phone and scans his feed. He's looking for new and interesting content to read, watch and share.

That's a moment of next.



A day trader is on the train for her morning commute, but doesn't have any calls to make. So she opens her favorite news site to see what's going on in the world.

That's a moment of next.



During moments of next, advertiser messages are interesting and new, and people are open to hearing about these new messages. It's a unique window to promote brands, products and services.

Taboola ensures that during moments of next, people are matched to messages they are most likely to find relevant.

A man with a beard and glasses, wearing a blue button-down shirt, is looking upwards. The background is a dense array of fiber optic cables, each with a small, glowing light at the end, creating a grid of light points. The lighting is a mix of white, purple, and green.

Taboola

OUR ADVANTAGE

Technology and Data

Our platform utilizes proprietary deep learning algorithms powered by the largest dataset of content consumption behavior across the open web.

Broad Scale

Taboola reaches over 1 billion people through exclusive distribution with the world's leading publisher sites.

Taboola

OUR COMMITMENT



Partners First

Our first priority is the success of our partners, both advertisers and publishers. When our partners succeed, we succeed.

Data-Driven Results

We pride ourselves on using data to make our products and decisions better. Measurement helps focus our work so we continue to succeed.

Unity Through Diversity

Taboola is a global company, and we thrive on learning from others. We value the power of combining diverse viewpoints into one focused team.

An Entrepreneurial Culture

We believe the secret to Taboola's success is in its innovative spirit. We take initiative, get things done and push to accomplish what's next.

Support for The Open Internet

We value the diversity and importance of the open web. Everything we do is in support of a thriving internet ecosystem.

Taboola



OUR
PERSONALITY

2019
TAR

We strive for all of our communications and interactions to be:

Accessible

Taboola's technology may be complex, but it must always be as simple as possible to use and understand.

Helpful

The spirit of helping our clients and colleagues succeed must be present in everything we do.

Thoughtful

Taboola is a uniquely talented organization. The thoughtfulness of our solutions and approach must come across in all that we do.

Taboola

**KEEP
EXPLORING**



Our Brand Proposition

The heart of Taboola is the ethos to **keep exploring**. We want people to embrace the unknown, to explore new things, to learn. It's the surest path to solving problems, connecting with one another, and even having a bit of fun along the way. It's why we've built Taboola's technology: to help people discover what's interesting and new.

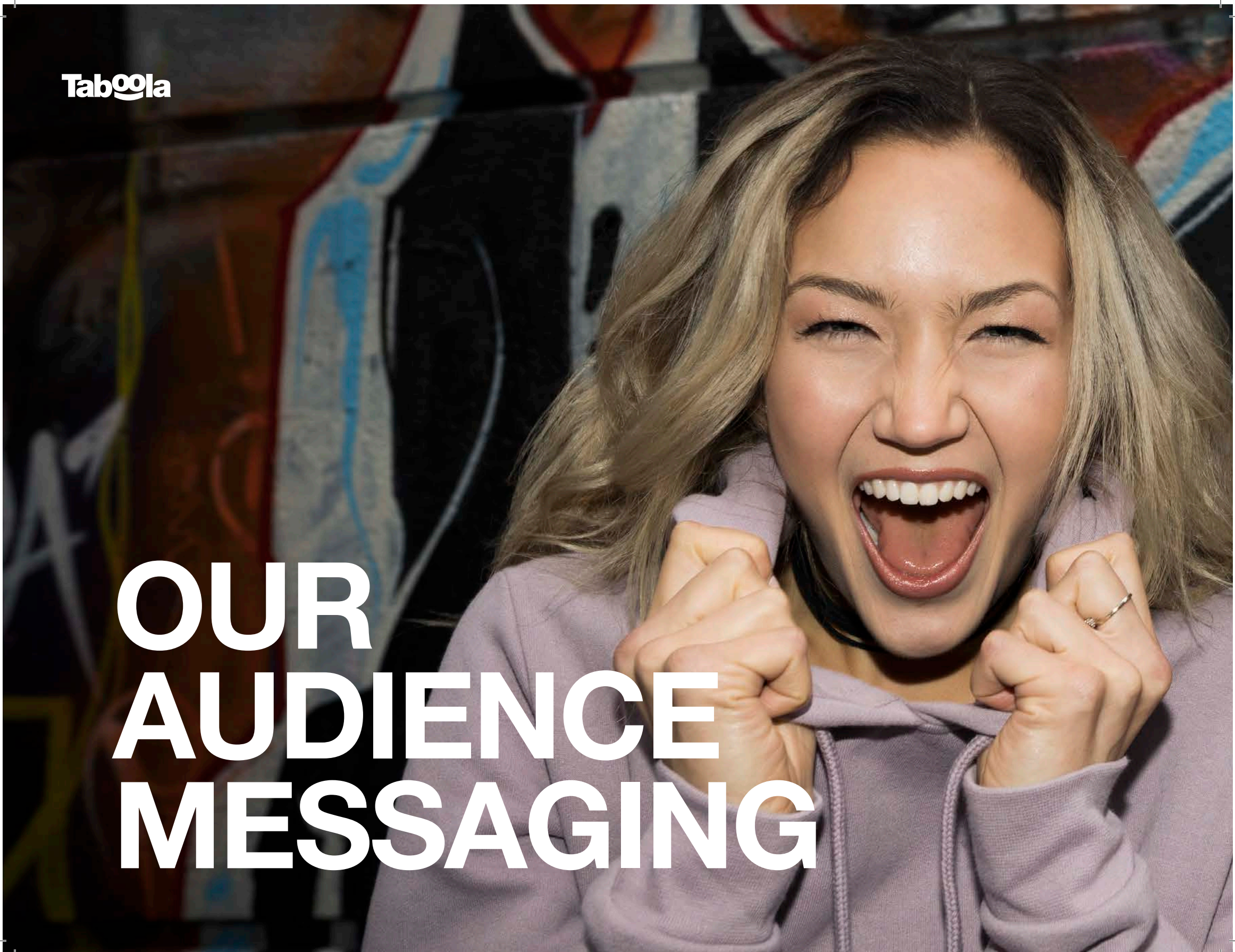
We want our clients to encourage their audience and customers to keep exploring, too: experiencing new content, new brands, new products, and new services.

Exploring extends to the way we run our business. The status quo is never enough; we always want to innovate and try new things. We're always finding new ways to make our products better, our services better, and our company better—for our clients and for theirs.



Taboola

OUR AUDIENCE MESSAGING







Taboola

FOR ADVERTISERS

We help advertisers reach their target audience when they're most receptive to new messages, products, and services.

Moments of Next

Taboola gives marketers the opportunity to reach audiences at the exact moment a consumer is deciding what to do next. They're the moments when consumers are most receptive to new messages, products, and services. In doing so, Taboola increases the appeal of, and interest in, brands.

Exclusive Global Distribution

Taboola's discovery platform spans exclusive relationships with thousands of premium content providers in every major market worldwide. This ensures that brands are associated with quality, professional content in curated, brand-safe environments.

Unmatched Effectiveness

Taboola's deep learning algorithm, is powered by the largest dataset of content consumption behavior across the open web. We optimally match audience interest to brand messaging, creating unmatched advertising efficiency and effectiveness.

One Billion Users to Target

With over one billion unique users per month, Taboola provides access to the largest audience on the open web, all reachable with advanced targeting and analytics. The result? An advertising solution with similar scale and audience profile to the "walled garden" social news feeds, but oriented around the open web.



Taboola

FOR PUBLISHERS

We help content companies drive more engagement and better monetize their sites.

More Efficient Monetization

Taboola's deep learning algorithm, is powered by the largest dataset of content consumption behavior across the open web. We deliver unmatched advertising efficiency, giving publishers more monetization opportunities than any other solution.

More Audience Engagement

We analyze publisher content to deliver, in real-time, what is most likely to be relevant, interesting, and new to a given user. Digital properties have full control over the advertisements and content displayed, ensuring an optimal editorial environment

Audience Growth

Through Taboola, publisher content can be distributed to other sites and news aggregation services, driving additional traffic back to publisher sites. We provide unparalleled insights to editorial teams, allowing them to tailor content for audience growth.

Focused on You

Our business is predicated on helping quality journalism succeed. We do not compete by trying to directly generate our own consumer traffic. As a result, our sole focus is developing solutions that drive more engagement, and better monetization for our publishers.



Taboola

FOR CONSUMERS

We help companies distribute content you may find interesting and new.

You've Seen Us Before

When you finish reading an article or watching a video and you're met with relevant recommendations of what content to consume next, that's our technology.

The Right Content

We work hard to make sure that when you're looking for something interesting and new, the right content is there for you—whether you've just finished reading an article and are deciding what to read next, or you're checking out the latest news on your device.

Keep Exploring

We're constantly thinking about how to broaden perspectives by surfacing new and interesting content. It's our goal for everybody to never stop exploring. It's the mission that drives all of our products, technology, and services.

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